

Strategic Communication in Private and Public Sector Organizations

Syllabus

Prof. Steve Corman
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207B Stauffer Hall
965-3830
Hours: By appointment

Description

This seminar will study to role of strategic communication in contemporary organizations. It will examine the role of strategic communication in the practices of private and public sector organizations, including business, NGOs, self-organizing social movements, and government and military organizations. We will review important theories, terms and concepts associated with the topics of marketing, propaganda, narrative, framing, rumors, and new media. We will also examine the recent history of successes and failures of the United States and its allies in the conflict formerly known as the “Global War on Terrorism.”

Readings

- Gillis, T. L. (Ed., 2011). [The IABC Handbook of Organizational Communication](#).
- Paul, C. (2011). [Strategic Communication: Origins, Concepts, and Current Debates](#).
- Other readings as assigned on the class calendar. Readings are due on the day they are listed.

Assignments

- Lead class discussion on assigned readings; dates to be assigned (50 points).
- One 5000 word “white paper” on a subject related to one of the topics in the class, and to be presented in class. Due dates to be assigned. 100 pts.
- One blog post, 750-1000 words, that applies an idea from class to a contemporary problem or issue in strategic communication/terrorism. Due dates to be assigned. 50 pts.
- A final paper, 20-30 pages in length, comprising an analysis/critique of actual strategic communication. Due before the final exam period. 200 pts.

Grade	%
A+	100 - 99
A	98.9 - 92
A-	91.9 - 90
B+	89.9 - 88
B	87.9 - 82
B-	81.9 - 80
C+	79.9 - 78
C	77.9 - 70
D	69.9 - 60
E	59.9 - 50

Final grades will be based on standard percentages at right. The presumptive grade for all work is “B” which indicates a very good work. To get a grade in the “A” range you must demonstrate excellence in both effort and outcome in your work in some clear way.

Academic Integrity and Other Policies

- **Plagiarism:** Students are expected to submit their own original work for this class, quoting and making appropriate citations for the work of others, and otherwise conforming to the HDSHC Academic Integrity Policy. Plagiarism or other academic dishonesty will result in a failing grade for the course and referral to the appropriate academic standards bodies on campus.
- **Attendance:** Students are expected to attend all class meetings, and to get catch-up materials from classmates if they miss. If you must miss class, let me know in advance.
- **Due dates:** Due dates for all assignments are firm. If you need an extension, please negotiate it with me in advance.
- **Incompletes:** I will not award grades of incomplete except in cases of bona fide calamity and then only if it is negotiated in advance.